GOVERNMENT OF INDIA
COMMERCE AND INDUSTRY
LOK SABHA

UNSTARRED QUESTION NO:7278
ANSWERED ON:12.05.2000
EXPORT OF TEA AND COFFEE
AKBOR ALI KHANDOKER

Will the Minister of COMMERCE AND INDUSTRY be pleased to state:

(a) whether the export of tea and coffee has decreased during April to November 1999 in terms of rupee;

(b) if so, the reason therefor; and

(c) the steps taken by the government in this regard?

Answer

MINISTER OF COMMERCE AND INDUSTRY (SHRI MURASOLI MARAN)

(a) Yes Sir. Decline in the value of export of tea and coffee during the period April-November 1999 over the same period of the previous year was Rs. 290.53 crores and Rs. 12.73 crores respectively.

(b) The reasons for decline in export of tea are mainly competition from other producing countries and decline in exports to Kazakhistan, Ireland, U.A.E., Iraq, Egypt, Turkey etc. due to factors which are country specific.

The reason for decrease in export of coffee in terms of value is attributed mainly to decline in the international coffee prices because of excess supply on account of over production.

(c) The steps taken by the Government/Commodity Boards to increase exports of tea and coffee include analysing country-wise exports giving special attention to areas offering potential, removing bottlenecks in exports to individual markets. Certain other steps taken to increase exports include:

i) participation in major trade fairs/exhibitions abroad
ii) field sampling at speciality stores and in principal markets
iii) media campaign to increase consumer awareness
iv) exchange of delegations between India and importing countries.